

October 28, 2004

Ms. Marlene H. Dortch
Secretary
Federal Communications Commission
445 12th Street, S.W.
Washington, D.C. 20554

Re: WYGY-FM / Cincinnati, OH
Localism Initiatives Synopsis

Submitted by: Dan Swensson
General Manager
WYGY-FM

In regards to Docket No. 04-233

Local News

-WYGY has a strong partnership with Television Station WCPO-TV and Morning News Anchor David Rose providing two news updates per hour in Morning Drive to keep our listening audience informed and up to date. WYGY subscribes to Metro news service for additional support in gathering local news, capitalizing on Metro's Cincinnati bureau.

-WYGY airs 28 newscasts per week exclusively in morning drive, between 5:30am and 9am. Each newscast is 90 seconds in length, totaling 9 minutes of news per day. In addition WYGY airs 19 local traffic reports per day during morning and afternoon drive for a total of 19 minutes. 2% of each day's programming is devoted to local news and information.

Local Public Affairs

-WYGY airs a 90-minute block of public affairs programming each Sunday morning, including two 30-minute locally originated programs. "Radio Health Journal" is a public affairs program and "The Community Report" is produced and aired in conjunction with Time Warner Cable.

-Public affairs issues such as education, health care, transportation, crime and jobs are often featured in WYGY newscasts, typically on a daily basis.



Emergency Programming

-WYGY is prepared to air any type of emergency programming through its news partner, Metro. Live audio is made available through Metro in the event of a local or national emergency and it is necessary to drop WYGY's music programming (i.e., the terrorist attacks on 9/11.)

-WYGY participates in all Amber Alert warnings for Ohio, Kentucky and Indiana. WYGY airs Amber Alerts through our EAS capabilities, following up with regular Amber Alert announcements until each situation is resolved.

-WYGY is an EAS monitoring station. As WYGY is manned with an operator 24 hours per day, the station is able to air EAS alerts when necessary.

-WYGY is partnered with WCPO television for weather coverage and has around the clock availability to a WCPO meteorologist in the event of a weather emergency.

Civic, Cultural and Community Responsive Programming

-WYGY is very involved in our community relating information to our listeners on a daily basis. This is something we deliver many times throughout the course of a broadcasting day inside newscasts and with our air personalities throughout the day.

-WYGY airs public service announcements responding to community needs on a daily basis. It is WYGY policy to air five public service announcements per day, seven days per week. WYGY's Community Service director has the responsibility to determine community needs and requests for content in these announcements with a special effort to promote events and concerns in WYGY's city of license. (Lebanon, OH)



Music

-WYGY sponsors the Secret Star Concerts (at least 3 per year) where national and up and coming acts (future stars) are featured in a free concert to our listening audience.

-WYGY also partners with the town of Blue Ash to sponsor their annual Red, White and Blue Ash on July 4th. This is an annual event featuring live national entertainment and many activities for the entire family.

Station Participation in Community Activities

-WYGY is very active on an annual basis with community events like Camp Fair (kids' summer camp) and the Easter Extravaganza Event, Taste of Claremont and Taste of Blue Ash, etc.